Representative Mike K. McKell proposes the following substitute bill:

1	ON PREMISE SIGNAGE AMENDMENTS
2	2017 GENERAL SESSION
3	STATE OF UTAH
4	Chief Sponsor: Mike K. McKell
5	Senate Sponsor:
6	
7	LONG TITLE
8	General Description:
9	This bill amends definitions related to an on-premise sign and a comprehensive
10	development.
11	Highlighted Provisions:
12	This bill:
13	defines "comprehensive development";
14	 amends certain location restrictions for an advertising structure owned by a public
15	assembly facility;
16	 amends provisions related to signage in a comprehensive development; and
17	makes technical changes.
18	Money Appropriated in this Bill:
19	None
20	Other Special Clauses:
21	None
22	Utah Code Sections Affected:
23	AMENDS:
24	72-7-502, as last amended by Laws of Utah 2016, Chapter 299
25	72-7-504, as last amended by Laws of Utah 2016, Chapter 299



	72-7-508, as last amended by Laws of Utah 2016, Chapter 299
R	EPEALS:
	72-7-504.6, as enacted by Laws of Utah 2016, Chapter 299
=	
В	e it enacted by the Legislature of the state of Utah:
	Section 1. Section 72-7-502 is amended to read:
	72-7-502. Definitions.
	As used in this part:
	(1) "Clearly visible" means capable of being read without obstruction by an occupant
0	f a vehicle traveling on the main traveled way of a street or highway within the visibility area.
	(2) "Commercial or industrial activities" means those activities generally recognized as
C	ommercial or industrial by zoning authorities in this state, except that none of the following
aı	re commercial or industrial activities:
	(a) agricultural, forestry, grazing, farming, and related activities, including wayside
fr	esh produce stands;
	(b) transient or temporary activities;
	(c) activities not visible from the main-traveled way;
	(d) activities conducted in a building principally used as a residence; and
	(e) railroad tracks and minor sidings.
	(3) (a) "Commercial or industrial zone" means only:
	(i) those areas within the boundaries of cities or towns that are used or reserved for
b	usiness, commerce, or trade, or zoned as a highway service zone, under enabling state
le	egislation or comprehensive local zoning ordinances or regulations;
	(ii) those areas within the boundaries of urbanized counties that are used or reserved
fo	or business, commerce, or trade, or zoned as a highway service zone, under enabling state
le	egislation or comprehensive local zoning ordinances or regulations;
	(iii) those areas outside the boundaries of urbanized counties and outside the
b	oundaries of cities and towns that:
	(A) are used or reserved for business, commerce, or trade, or zoned as a highway
se	ervice zone, under comprehensive local zoning ordinances or regulations or enabling state
le	egislation; and

57	(B) are within 8420 feet of an interstate highway exit, off-ramp, or turnoff as measured
58	from the nearest point of the beginning or ending of the pavement widening at the exit from or
59	entrance to the main-traveled way; or
60	(iv) those areas outside the boundaries of urbanized counties and outside the
51	boundaries of cities and towns and not within 8420 feet of an interstate highway exit, off-ramp,
52	or turnoff as measured from the nearest point of the beginning or ending of the pavement
63	widening at the exit from or entrance to the main-traveled way that are reserved for business,
54	commerce, or trade under enabling state legislation or comprehensive local zoning ordinances
65	or regulations, and are actually used for commercial or industrial purposes.
66	(b) "Commercial or industrial zone" does not mean areas zoned for the sole purpose of
67	allowing outdoor advertising.
68	(4) "Comprehensive development" means a development that complies with the
59	<u>following:</u>
70	(a) the development is comprised of commercial, institutional, or industrial activities;
71	(b) the development is located on land on one side of a controlled route;
72	(c) the lots or parcels within the development are contiguous except for:
73	(i) public or private roadways, railroad rights-of-way, or utility areas that provide
74	access or service to the development; or
75	(ii) conservation or waterway areas incorporated into the development;
76	(d) the development has been developed by a single developer, including successors;
77	(e) the development has a common identity, with an interrelated plan for common
78	signage, and holds itself out as a planned common development;
79	(f) the development has common areas for parking, amenities, or landscaping that are
30	actively managed or maintained by a permanent association, binding arrangement, or
31	irrevocable covenant or other agreement that includes all owners within the boundaries of the
32	development; and
33	(g) the development must exclude narrow strips of land when the sole purpose is
34	facilitating on-premise signage, such as common areas or other lands not used for commercial,
35	industrial, or institutional purposes.
36	[(4)] (5) "Comprehensive local zoning ordinances or regulations" means a
37	municipality's comprehensive plan required by Section 10-9a-401, the municipal zoning plan

- authorized by Section 10-9a-501, and the county master plan authorized by Sections 17-27a-401 and 17-27a-501. Property that is rezoned by comprehensive local zoning ordinances or regulations is rebuttably presumed to have not been zoned for the sole purpose of allowing outdoor advertising.
 - [(5)] (6) "Contiguous" means that a portion of one parcel of land is situated immediately adjacent to, and shares a common boundary with, a portion of another parcel of land.
 - [(6)] (7) "Controlled route" means any route where outdoor advertising control is mandated by state or federal law, including under this part and under the Utah-Federal Agreements described in Section 72-7-501.
 - [(7)] (8) "Directional signs" means signs containing information about public places owned or operated by federal, state, or local governments or their agencies, publicly or privately owned natural phenomena, historic, cultural, scientific, educational, or religious sites, and areas of natural scenic beauty or naturally suited for outdoor recreation, that the department considers to be in the interest of the traveling public.
 - [(8)] (9) (a) "Erect" means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being.
 - (b) "Erect" does not include any activities defined in Subsection [(8)] (9)(a) if they are performed incident to the change of an advertising message or customary maintenance of a sign.
 - [(9)] (10) "Highway service zone" means a highway service area where the primary use of the land is used or reserved for commercial and roadside services other than outdoor advertising to serve the traveling public.
 - [(10)] (11) "Information center" means an area or site established and maintained at rest areas for the purpose of informing the public of:
 - (a) places of interest within the state; or
 - (b) any other information that the department considers desirable.
- [(11)] (12) "Interchange or intersection" means those areas and their approaches where traffic is channeled off or onto an interstate route, excluding the deceleration lanes, acceleration lanes, or feeder systems, from or to another federal, state, county, city, or other route.
- [(12)] (13) "Maintain" means to allow to exist, subject to the provisions of this chapter.

119	[(13)] (14) "Maintenance" means to repair, refurbish, repaint, or otherwise keep an
120	existing sign structure safe and in a state suitable for use, including signs destroyed by
121	vandalism or an act of God.
122	[(14)] (15) "Main-traveled way" means the through traffic lanes, including auxiliary
123	lanes, acceleration lanes, deceleration lanes, and feeder systems, exclusive of frontage roads
124	and ramps. For a divided highway, there is a separate main-traveled way for the traffic in each
125	direction.
126	[(15)] (16) "Major sponsor" means a sponsor of a public assembly facility or of a team
127	or event held at the facility where the amount paid by the sponsor to the owner of the facility,
128	to the team, or for the event is at least \$100,000 per year.
129	[(16)] (17) "Official signs and notices" means signs and notices erected and maintained
130	by public agencies within their territorial or zoning jurisdictions for the purpose of carrying out
131	official duties or responsibilities in accordance with direction or authorization contained in
132	federal, state, or local law.
133	[(17)] (18) "Off-premise sign" means a sign located in an area zoned industrial,
134	commercial, or H-1 and in an area determined by the department to be unzoned industrial or
135	commercial that advertises an activity, service, event, person, or product located on premises
136	other than the premises on which the sign is located.
137	[(18)] (19) "On-premise sign" means a sign used to advertise the sale or lease of, or
138	activities conducted on, the property on which the sign is located.
139	[(19)] (20) "Outdoor advertising" means any outdoor advertising structure or outdoor
140	structure used in combination with an outdoor advertising sign or outdoor sign within the
141	outdoor advertising corridor which is visible from a place on the main-traveled way of a
142	controlled route.
143	[(20)] (21) "Outdoor advertising corridor" means a strip of land 660 feet wide,
144	measured perpendicular from the edge of a controlled highway right-of-way.
145	[(21)] (22) "Outdoor advertising structure" or "outdoor structure" means any sign
146	structure, including any necessary devices, supports, appurtenances, and lighting that is part of
147	or supports an outdoor sign.
148	$\left[\frac{(22)}{(23)}\right]$ "Point of widening" means the point of the gore or the point where the
149	intersecting lane begins to parallel the other lanes of traffic, but the point of widening may

- never be greater than 2,640 feet from the center line of the intersecting highway of the interchange or intersection at grade.
 - [(23)] (24) "Public assembly facility" means a convention facility as defined under Section 59-12-602 that:
 - (a) includes all contiguous interests in land, improvements, and utilities acquired, constructed, and used in connection with the operation of the public assembly facility, whether the interests are owned or held in fee title or a lease or easement for a term of at least 40 years, and regardless of whether the interests are owned or operated by separate governmental authorities or districts;
 - (b) is wholly or partially funded by public money;
 - (c) requires a person attending an event at the public assembly facility to purchase a ticket or that otherwise charges for the use of the public assembly facility as part of its regular operation; and
 - (d) has a minimum and permanent seating capacity of at least 10,000 people.
 - [(24)] (25) "Public assembly facility sign" means a sign located on a public assembly facility that only advertises the public assembly facility, major sponsors, events, the sponsors of events held or teams playing at the facility, and products sold or services conducted at the facility.
 - [(25)] (26) "Relocation" includes the removal of a sign from one situs together with the erection of a new sign upon another situs in a commercial or industrial zoned area as a substitute.
 - [(26)] (27) "Relocation and replacement" means allowing all outdoor advertising signs or permits the right to maintain outdoor advertising along the interstate, federal aid primary highway existing as of June 1, 1991, and national highway system highways to be maintained in a commercial or industrial zoned area to accommodate the displacement, remodeling, or widening of the highway systems.
 - [(27)] (28) "Remodel" means the upgrading, changing, alteration, refurbishment, modification, or complete substitution of a new outdoor advertising structure for one permitted pursuant to this part and that is located in a commercial or industrial area.
 - [(28)] (29) "Rest area" means an area or site established and maintained within or adjacent to the right-of-way by or under public supervision or control for the convenience of

181	the traveling public.
182	[(29)] (30) "Scenic or natural area" means an area determined by the department to
183	have aesthetic value.
184	[(30)] (31) "Traveled way" means that portion of the roadway used for the movement
185	of vehicles, exclusive of shoulders and auxiliary lanes.
186	[(31)] (32) (a) "Unzoned commercial or industrial area" means:
187	(i) those areas not zoned by state law or local law, regulation, or ordinance that are
188	occupied by one or more industrial or commercial activities other than outdoor advertising
189	signs;
190	(ii) the lands along the highway for a distance of 600 feet immediately adjacent to
191	those activities; and
192	(iii) lands covering the same dimensions that are directly opposite those activities on
193	the other side of the highway, if the department determines that those lands on the opposite side
194	of the highway do not have scenic or aesthetic value.
195	(b) In measuring the scope of the unzoned commercial or industrial area, all
196	measurements shall be made from the outer edge of the regularly used buildings, parking lots,
197	storage, or processing areas of the activities and shall be along or parallel to the edge of
198	pavement of the highway.
199	(c) All signs located within an unzoned commercial or industrial area become
200	nonconforming if the commercial or industrial activity used in defining the area ceases for a
201	continuous period of 12 months.
202	[(32)] (33) "Urbanized county" means a county with a population of at least 125,000
203	persons.
204	[(33)] (34) "Visibility area" means the area on a street or highway that is:
205	(a) defined at one end by a line extending from the base of the billboard across all lanes
206	of traffic of the street or highway in a plane that is perpendicular to the street or highway; and
207	(b) defined on the other end by a line extending across all lanes of traffic of the street
208	or highway in a plane that is:
209	(i) perpendicular to the street or highway; and
210	(ii) 500 feet from the base of the billboard.

Section 2. Section **72-7-504** is amended to read:

- 212 72-7-504. Advertising prohibited near interstate or primary system -- Exceptions 213 -- Logo advertising -- Department rules. 214 (1) As used in this section, "specific service trailblazer sign" means a guide sign that 215 provides users with business identification or directional information for services and eligible 216 activities that are advertised on a logo advertising sign authorized under Subsection (3)(a)(i). 217 (2) Outdoor advertising that is capable of being read or comprehended from any place 218 on the main-traveled way of an interstate or primary system may not be erected or maintained, 219 except: 220 (a) directional and other official signs and notices authorized or required by law, 221 including signs and notices pertaining to natural wonders and scenic and historic attractions. 222 informational or directional signs regarding utility service, emergency telephone signs, buried 223 or underground utility markers, and above ground utility closure signs; 224 (b) on-premise signs advertising the sale or lease of property upon which the 225 on-premise signs are located; 226 (c) on-premise signs advertising major activities conducted on the property where the 227 on-premise signs are located: 228 (d) public assembly facility signs; 229 (e) on-premise signs within a [unified commercial] comprehensive development as 230 [described] defined in Section [72-7-504.6] 72-7-502, and in accordance with Subsection 72-7-508(8), so long as the placement of a sign within a comprehensive development does not 231 232 cause a reduction in federal aid money or funds pursuant to 23 U.S.C. Sec. 131; 233 (f) signs located in a commercial or industrial zone; (g) signs located in unzoned industrial or commercial areas as determined from actual 234 235 land uses; and
 - (i) on the main-traveled way of an interstate or primary system, as it existed on June 1, 1991, specific service signs for the display of logo advertising and information of interest, excluding specific service trailblazer signs as defined in rules adopted in accordance with

(3) (a) The department may itself or by contract erect, administer, and maintain

Section 41-6a-301, to the traveling public if:

informational signs:

(h) logo advertising under Subsection (3).

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- (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in the lease or other contract agreement with a private party for the sign or sign space; and
- (B) the private party for the lease of the sign or sign space pays an amount set by the department to be paid to the department or the party under contract with the department under this Subsection (3); and
- (ii) only on rural conventional roads as defined in rules adopted in accordance with Section 41-6a-301 in a county of the fourth, fifth, or sixth class for tourist-oriented directional signs that display logo advertising and information of interest to the traveling public if:
- (A) the department complies with Title 63G, Chapter 6a, Utah Procurement Code, in the lease or other contract agreement with a private party for the tourist-oriented directional sign or sign space; and
- (B) the private party for the lease of the sign or sign space pays an amount set by the department to be paid to the department or the party under contract with the department under this Subsection (3).
- (b) The amount shall be sufficient to cover the costs of erecting, administering, and maintaining the signs or sign spaces.
- (c) (i) Any sign erected pursuant to this Subsection (3) which was existing as of March 1, 2015, shall be permitted as if it were in compliance with this Subsection (3).
- (ii) A noncompliant sign shall only be permitted for the contract period of the advertising contract.
 - (iii) A new advertising contract may not be issued for a noncompliant sign.
- (d) The department may consult the Governor's Office of Economic Development in carrying out this Subsection (3).
 - (4) (a) Revenue generated under Subsection (3) shall be:
 - (i) applied first to cover department costs under Subsection (3); and
 - (ii) deposited in the Transportation Fund.
- (b) Revenue in excess of costs under Subsection (3)(a) shall be deposited in the General Fund as a dedicated credit for use by the Governor's Office of Economic Development no later than the following fiscal year.
- 272 (5) Outdoor advertising under Subsections (2)(a), (f), (g), and (h) shall conform to the rules made by the department under Sections 72-7-506 and 72-7-507.

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274	Section 3. Section 72-7-508 is amended to read:
275	72-7-508. Unlawful outdoor advertising Adjudicative proceedings Judicial
276	review Costs of removal Civil and criminal liability for damaging regulated signs
277	Immunity for Department of Transportation.
278	(1) Outdoor advertising is unlawful when:
279	(a) erected after May 9, 1967, contrary to the provisions of this chapter;
280	(b) a permit is not obtained as required by this part;
281	(c) a false or misleading statement has been made in the application for a permit that
282	was material to obtaining the permit;
283	(d) the sign for which a permit was issued is not in a reasonable state of repair, is
284	unsafe, or is otherwise in violation of this part; or
285	(e) a sign in the outdoor advertising corridor is permitted by the local zoning authority
286	as an on-premise sign and the sign, from time to time or continuously, advertises an activity,
287	service, event, person, or product located on property other than the property on which the sign
288	is located.
289	(2) The establishment, operation, repair, maintenance, or alteration of any sign contrary
290	to this chapter is also a public nuisance.
291	(3) Except as provided in Subsections (4) and (10), in its enforcement of this section,
292	the department shall comply with the procedures and requirements of Title 63G, Chapter 4,
293	Administrative Procedures Act.
294	(4) (a) The district courts shall have jurisdiction to review by trial de novo all final
295	orders of the department under this part resulting from formal and informal adjudicative
296	proceedings.
297	(b) Venue for judicial review of final orders of the department shall be in the county in
298	which the sign is located.
299	(5) If the department is granted a judgment in an action brought under Subsection (4),
300	the department is entitled to have any nuisance abated and recover from the responsible person
301	firm, or corporation, jointly and severally:
302	(a) the costs and expenses incurred in removing the sign; and

(b) (i) \$500 for each day the sign was maintained following the expiration of 10 days

after notice of agency action was filed and served under Section 63G-4-201;

305 (ii) \$750 for each day the sign was maintained following the expiration of 40 days after 306 notice of agency action was filed and served under Section 63G-4-201; 307 (iii) \$1,000 for each day the sign was maintained following the expiration of 70 days 308 after notice of agency action was filed and served under Section 63G-4-201; and 309 (iv) \$1,500 for each day the sign was maintained following the expiration of 100 days 310 after notice of agency action was filed and served under Section 63G-4-201. 311 (6) (a) Any person, partnership, firm, or corporation who vandalizes, damages, defaces, 312 destroys, or uses any sign controlled under this chapter without the owner's permission is liable 313 to the owner of the sign for treble the amount of damage sustained and all costs of court, 314 including a reasonable attorney's fee, and is guilty of a class C misdemeanor. 315 (b) This Subsection (6) does not apply to the department, its agents, or employees if 316 acting to enforce this part. 317 (7) The following criteria shall be used for determining whether an existing sign within 318 an interstate outdoor advertising corridor has as its purpose unlawful off-premise outdoor 319 advertising: 320 (a) whether the sign complies with this part; 321 (b) whether the premise includes an area: 322 (i) from which the general public is serviced according to normal industry practices for 323 organizations of that type; or 324 (ii) that is directly connected to or is involved in carrying out the activities and normal 325 industry practices of the advertised activities, services, events, persons, or products; 326 (c) whether the sign generates revenue: 327 (i) arising from the advertisement of activities, services, events, or products not 328 available on the premise according to normal industry practices for organizations of that type; 329 (ii) arising from the advertisement of activities, services, events, persons, or products that are incidental to the principal activities, services, events, or products available on the 330 331 premise; and 332 (iii) including the following: 333 (A) money; 334 (B) securities; 335 (C) real property interest;

336	(D) personal property interest;
337	(E) barter of goods or services;
338	(F) promise of future payment or compensation; or
339	(G) forbearance of debt;
340	(d) whether the purveyor of the activities, services, events, persons, or products being
341	advertised:
342	(i) carries on hours of operation on the premise comparable to the normal industry
343	practice for a business, service, or operation of that type, or posts the hours of operation on the
344	premise in public view;
345	(ii) has available utilities comparable to the normal industry practice for an entity of
346	that type; and
347	(iii) has a current valid business license or permit under applicable local ordinances,
348	state law, and federal law to conduct business on the premise upon which the sign is located;
349	(e) whether the advertisement is located on the site of any auxiliary facility that is not
350	essential to, or customarily used in, the ordinary course of business for the activities, services,
351	events, persons, or products being advertised; or
352	(f) whether the sign or advertisement is located on property that is not contiguous to a
353	property that is essential and customarily used for conducting the business of the activities,
354	services, events, persons, or products being advertised or is located outside of a comprehensive
355	development.
356	(8) (a) A sign within an outdoor advertising corridor is not unlawful under this part if
357	the sign is within a comprehensive development and complies with Subsections (8)(b) and (c).
358	(b) An on-premise sign within a comprehensive development:
359	(i) may advertise businesses, services, or activities occurring within the comprehensive
360	development consistent with Subsection (7);
361	(ii) must include the name of the comprehensive development prominently displayed
362	on each sign face visible from a place on the main-traveled way of a controlled route; and
363	(iii) may not advertise a business, services, or operations for properties that have been
364	removed or revoked from inclusion within the comprehensive development through the
365	termination of the association, covenant, or agreement.
366	(c) An off-premise sign within a comprehensive development may advertise a business

367	service, or activity occurring outside of the comprehensive development only in accordance
368	with a permit issued in accordance with Section 72-7-507.
369	(d) Upon request of the department, a developer or owner advertising on a sign within
370	a comprehensive development within an outdoor advertising corridor shall provide documents
371	confirming compliance with the requirements of a comprehensive development, including
372	maps or plats depicting the boundaries of the comprehensive development.
373	[8] (9) The following do not qualify as a business under Subsection (7):
374	(a) public or private utility corridors or easements;
375	(b) railroad tracks;
376	(c) outdoor advertising signs or structures;
377	(d) vacant lots;
378	(e) transient or temporary activities; or
379	(f) storage of accessory products.
380	[9] (10) The sign owner has the burden of proving, by a preponderance of the
381	evidence, that the advertised activity is conducted on the premise.
382	[(10)] (11) (a) If the department has issued two or more notices of violation of
383	Subsection (1)(e) for an existing sign within the last three years, the department may bring an
384	action to enforce in any state court of competent jurisdiction against a person, firm, or
385	corporation that satisfies one or more of the following prerequisites:
386	(i) has a present ownership interest in the sign;
387	(ii) had an ownership interest in the sign on one or more of the days the sign was in
388	violation of Subsection (1)(e);
389	(iii) has a present ownership interest in the property upon which the sign is located, or
390	in contiguous property [as defined in Subsection 72-7-504.6(1)] in accordance with Subsection
391	<u>(8)</u> ;
392	(iv) had an ownership interest in the property upon which the sign is located[, or in
393	contiguous property as defined in Subsection 72-7-504.6(1),] on one or more of the days the
394	sign was in violation of Subsection (1)(e);
395	(v) received or became entitled to receive compensation in any form for the unlawful
396	outdoor advertising; or
397	(vi) solicited the advertising.

2nd Sub. (Gray) H.B. 356

02-27-17 12:34 PM

398	(b) In an action under Subsection [(10)] (11)(a):
399	(i) except as provided in Subsection [(10)] (11)(c), the provisions of Subsections (7)
400	and [(8)] <u>(9)</u> apply; and
401	(ii) the defendants have the burden of proving, by a preponderance of the evidence, that
402	the advertising in question is lawful under this part.
403	(c) In an action under Subsection $[(10)]$ (11) (a), for an on-premise sign within a
404	[unified commercial] comprehensive development [Section 72-7-504.6] Subsection (8) applies.
405	(d) If the department is granted judgment in an action under this Subsection [(10)] (11),
406	the department is entitled to recover from the defendants, jointly and severally, \$1,500 for each
407	day on which the sign was used for unlawful off-premises outdoor advertising.
408	Section 4. Repealer.
409	This bill repeals:
410	Section 72-7-504.6, Unified commercial development.